

Office of Governor Gavin Newsom
Communications Team Job Description

Assistant Director of Digital, Social Media

Location: California

The Assistant Director of Digital provides support to the Digital Director & Deputy Director of Digital to maintain social channels on a daily basis, write copy, and develop social media reports. This full-time, salaried role is ideal for someone with strong copywriting skills, a passion for storytelling, a sharp eye for identifying new trends, and is highly engaged in social platforms.

Main Duties

- Copywriting for social channels & coordinating approvals
- Monitor social media conversations and identify real-time opportunities for engagement
- Help to maintain Governor's Office social media channels (@CAGovernor) on a daily basis including but not limited to Twitter, Instagram, TikTok, Facebook, YouTube, & LinkedIn
- With the Communications Assistant, create daily social media analytics reports
- Assist with staffing events and capturing content on-site as needed

Additional Duties

- Assist with email newsletter program
- Create graphics & videos
- Assist with ADA compliance for all content, including subtitle creation
- General office clerical tasks

Requirements

- Deep understanding of all major social media platforms
- Familiarity with Adobe Suite, GSuite, Box, file sharing platforms, Sprout Social, Zignal, and/or other analytics platforms as well as design platforms such as Canva
- Bilingual (English / Spanish) preferred
- 1 year+ experience of social media management with a proven track record of increasing engagement and followers
- Ability & flexibility to work in dynamic situations with a team
- Willingness to travel on short notice

Salary: \$4500-5000/month

Contact: Email cover letter, resume, and relevant work samples to digital@gov.ca.gov